

CASE STUDY

NATUREWORKS LLC

Real. Right. Renewable.



Summary

NatureWorks LLC, a joint venture between Cargill and Teijin of Japan, is a leader in the bio-plastics industry. NatureWorks® PLA polymer, derived from 100% annually renewable resources such as corn, is the world's first greenhouse gas-neutral plastic. Aware Web Solutions was selected to help reinvent and reintroduce the NatureWorks family of websites, including the Internet, extranet and SharePoint intranet sites.

Visit Site > www.natureworksllc.com

Challenge

NatureWorks came to us with an inflexible, outdated public website that relied heavily on Flash-based design. Managing the previous site's Flash-based content was cumbersome and costly. The previous site had a business partner portal that was limited and underutilized as well as being outdated. Aware worked closely with NatureWorks staff to understand their site goals for consumer and partner use. One of our key recommendations was to implement the Sitecore Content Management System as the foundation for their current and future site needs.

Solution

Aware designed fresh creative that represented NatureWorks' large global footprint and embodied its core values as a manufacturer of an environmentally friendly product. The site design is flexible enough to accommodate the changing brand needs and the growing need for sites in multiple languages. The new Flash billboard on the homepage conveys key brand messaging that is powerful yet not intrusive to the overall visitor experience nor inhibiting from a maintenance standpoint. The business partner portal used the same page layout as the public site but with its own unique branding and presentation layer.

Aware helped select the robust and scalable Sitecore Content Management System to help meet current and future needs. NatureWorks business users can easily add and edit new pages, upload images, upload Flash files, accommodate multiple languages and manage content for both the public-facing site and the partner extranet through one easy-to-use administration console.

Aware Web Solutions At a Glance

Our greatest strength at Aware is translating complex business needs into well-organized Web sites. Leveraging our strategic, creative and marketing insights, Aware implements robust content management solutions that are uniquely tailored to meet the needs of mid- to large-sized organizations.

- Founded in 1998
- A mid-sized firm
- Over 100 CMS Implementations
- Our teams include: Strategists, Designers, Developers, Marketers, and Project Managers
- Consistently ranked among the top 15 Web firms in the region

Aware built a custom “Where to Buy” application that allows visitors to search for hundreds of product providers through an intuitive interface. NatureWorks staff can easily update partner and product data whenever needed. Sitecore’s framework was further extended to integrate a powerful full-text and PDF content search capabilities using dtSearch, a Sitecore integrated module.

Aware collaborated with NatureWorks to develop an intranet site within SharePoint that conveys the brand message in a flexible environment. Custom, from-scratch, MOSS master pages and “expand and collapse” navigation help employees find information easily. Using Active Directory, a custom application was developed that makes it simple for employees to locate other employees and update their personal profiles.

A search engine analysis was conducted to help NatureWorks better understand its growing, diverse industry in the context of the Web. The new site was optimized using key terms and phrases to improve both natural and search engine rankings to drive traffic to the site.

Result

With so much worldwide interest in bio-plastics and green manufacturing a reintroduction of NatureWorks’ site—with a fresh, on-brand design and messaging—was key to helping the organization embrace the challenge of educating the marketplace and partners within their area of expertise. With an easy-to-use Sitecore Content Management System, maintaining and growing the site to deliver content to the various audiences is streamlined and easy to manage.